



United States Department of Agriculture

Local Food Promotion Program Overview

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A Little Housekeeping...



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- **Have a question?**
Use the chat mechanism on your screen to send it to us. We'll respond to as many as possible at the end of the presentation.
- **Want to hear and view this later?**
Recorded webinar & MS PowerPoint on website.

What is the Farmers Market and Local Food Promotion Program?



- Authorized by 2014 Farm Bill (February 2014) to “... establish, expand, and promote direct producer-to-consumer marketing.”
- Meant to increase U.S. consumption of agricultural products and to develop market opportunities for those serving local markets.
- \$30 million dollars allocated per year (\$150 million total for next 5 years).

FMPP vs. LFPP



- **FMPP:** \$15M/yr to fund farmer-to-consumer direct marketing projects.
 - e.g. Farmers markets, roadside stands, etc.
- **LFPP:** \$15M/yr to promotes local and regional food business enterprises that serve as intermediaries (non-direct-to-consumer) to process, distribute, aggregate, and/or store locally- or regionally-produced food products.
 - e.g. Food Hubs, Mobile Markets, etc.

Definitions



- **Local or Regional Food Business Enterprise:**
Serves as an intermediary between producers and buyers by carrying out local or regional food supply chain activities.
- **Local or Regional Food:** Total distance product is transported is at most 400 miles from the origin.

- **Local or Regional Food Business Enterprise:** An organization or business entity that functions as an intermediary between producers (farmers or growers) and buyers by carrying out one or more local or regional food supply chain activities—including aggregating, storing, processing, and/or distributing locally or regionally produced food products—to meet local and regional market demand.
- **Local or Regional Food:** A food product that is raised, produced, aggregated, stored, processed, and distributed in the locality or region where the final product is marketed to consumers, so that the total distance the product is transported is at most 400 miles from the origin of the product, or both the final market and the origin of the product are within the same State, territory, or tribal land.

Matching Component



- Matching funds required in the form of cash or an in-kind contribution.
- Amount $\geq 25\%$ of the total project cost.
- Information and calculations provided in the RFA and on required budget worksheet.
- Providing $> 25\%$ match does not give you extra credit!



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What Makes A Great Application?



It all hinges on the PROJECT!

Evaluated on:

Purpose, Approach, Budget, Impact, Outreach

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Project



- Does it meets the objectives indicated in the 2014 Farm Bill?
 - To increase domestic consumption of ag products and develop market opportunities for farm and ranch operations serving local markets, by developing, improving, expanding, and providing outreach, training, and technical assistance to, or assisting in development, improvement and expansion.
- Does it fill a clear need in the community?
- Does it serve the intended beneficiaries?

Approach



- Is the project well-written?
- How will the work meet the intended goals and objectives of the project?
- Is project personnel qualified and do they have the expertise to carry out the project?
- Are the partnerships appropriate and reliable to accomplish and accentuate the work?
 - Qualified through letters of support.

Budget



- Are the budget items allowable and reasonable?
- Does each budget item clearly **correlate** with the purpose and goals of the project?

Impact



- Does the proposal clearly describe expected outcomes?
- What changes have occurred as a result of a program?
- What is the impact on the intended beneficiaries?
- What metrics will you use to quantify your results throughout the process?

Metrics include:

- Number of direct and indirect jobs retained and created.
- Number of markets expanded and/or new markets established, or expansion of the consumer base served.
- Dollar amount and percentage change in market sales.
- Number of farmer/producer beneficiaries.

Outreach



- How will you disseminate results to target audience and stakeholders?
- What metrics will the project use to collect data on its outreach efforts?
- How specifically will the project continue its outreach beyond the term of the project?

Two LFPP Project Types



- **Planning and Implementation**
 - Both grant types start September 29, 2014.
 - Both grant types require 25% match.

Start date is the same for all grants, end date determined by the project type.

Planning Grants



- Test feasibility or develop a project idea.
 - Market research, feasibility study, business planning, convening experts.
- Minimum \$5,000, maximum \$25,000.
- Completion time 12 months.
- Recipients may apply for implementation grant in the next funding cycle.

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- Must be completed within 12 months; extension will not exceed additional 6 months.
- Start date and end date are determined by the applicant.
- Grant period starts no later than September 30, 2014, and ends no later than September 29, 2015.
- Recipients are eligible and encouraged to apply for an implementation grant the next grant funding year pending project conclusion and completion of close-out activities.

Implementation Grants



- To establish a new local/regional food business enterprise, or improve or expand an existing one.
 - Training and technical assistance, outreach and marketing, working capital, facilities and IT improvements.
- Minimum \$25,000, maximum \$100,000.
- Completion time 24 months.

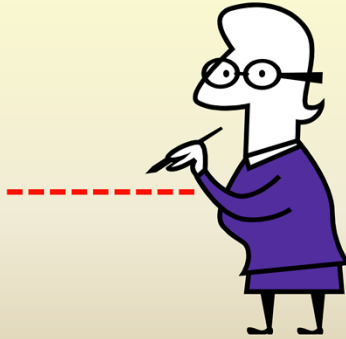
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- Grants must be completed within 24 months; extension will not exceed an additional 6 months.
- Grant period starts no later than September 30, 2014, and ends no later than September 29, 2016.
- Recipients are eligible and encouraged to apply for future grants pending project conclusion and completed close-out activities.



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The Nuts and Bolts of the Application Process



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What You Need to Apply for LFPP



Don't wait until the last minute!

1. Know that LFPP's CFDA# is: 10.172
2. Have an **EIN number** (Fed tax ID number)
3. Get a **DUNS number**: <http://fedgov.dnd.com/webform>
4. Register with www.SAM.gov
5. Register/submit through www.Grants.gov

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- **Obtaining these items can take 3-4 weeks!**
- Be sure to obtain these items simultaneously while you are writing your proposal.
- CFDA Number: LFPP's call number in the Catalog of Federal Domestic Assistance (CFDA).
- Have an EIN (Federal tax ID number)
- Register with 3 websites:
 - <http://www.sam.gov>: System for Award Management
 - Provides notification of debarment status through the EIN.
 - <http://fedgov.dnb.com/webform>: Data Universal Number System (DUNS) that uniquely identifies your organization.
 - <http://www.grants.gov>: Where you will actually submit your application.
 - You will need your DUNS and SAM.gov information.

Forms to Upload When Applying



- Grants.gov submission automatically populates SF-424 and SF-424B forms.
- Project Narrative Form (on LFPP website).
- Project Budget Form (on LFPP website).
- Supporting Documents (outlined in RFA).

Supporting documents include letters of support.

Project Narrative Form



- The title you provided in grants.gov must EXACTLY match the title on the project narrative.
- Indicate “Planning” or “Implementation” grant type.
- Indicate matching dollar amount you are providing.

Project Narrative Form



- List and describe **each** project activity and **connect** to project **objectives**.
- Provide timeline for **each activity's** completion.
- Identify resources needed to complete each activity.
- **Include milestones** for checking progress.

Not sure if your project qualifies for FMPP or LFPP? Use this form to explicitly explain why your project should be considered for LFPP (refer to RFA).

“Activities” means the exact action items you plan to accomplish with the grant funding. Remember to make the amount of activities justifiable, but attainable. In other words, 2 activities for the entire project cycle is probably not enough to justify grant funding (or maybe your “activities” should be more specific?). On the other hand, 200 activities is probably way too many to fully achieve over the course of a grant cycle.

Project Narrative Form



- Identify who will complete activities, include collaborations and subcontracts.
- Specify who the beneficiaries will be.
- Provide baseline values for the impact metrics.

As a reminder, impacts would be:

- Number of direct and indirect jobs retained and created.
- Number of markets expanded and/or new markets established, or expansion of the consumer base served.
- Dollar amount and percentage change in market sales.
- Number of farmer/producer beneficiaries.

Priority Consideration Areas



- At least 10% of funding will go to projects that benefit communities in areas of concentrated poverty with limited access to supermarkets.
- **All projects given equal consideration during peer review regardless of priority area designation.**
- Defined by:
 - ERS Food Access Research Atlas Map
 - Promise Zone Lead Applicant Organizations

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Applications will be considered under this priority area if the organization or business is:

Located in and/or primarily serves at least one low income-low access community, as defined by one of the four major map layers on the ERS Food Access Research Atlas map.

Partnering with a Promise Zone Lead Applicant Organization.

All applications, whether requesting consideration under the priority area or not, will be given equal weight in the evaluation process. It is not a requirement that projects are implemented in the priority area.

Only applicants who choose to be considered under the priority area are required to provide their census tract(s) or indicate a Promise Zone.



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ERS Food Access Research Atlas

(<http://www.ers.usda.gov/data-products/food-access-research-atlas.aspx>)

Food Access Research Atlas

Overview

[Go to the Atlas](#)

[Why Introduce a New Mapping Tool?](#)

[About the Atlas](#)

[Download the Data](#)

[Documentation](#)

Related Topics

[Diet Quality & Nutrition](#)

[Food & Nutrition Assistance Research](#)

[Food Access](#)

[Food Security in the U.S.](#)

[Local Foods](#)

[Obesity](#)



Overview

The Food Access Research Atlas:

- Presents a spatial overview of food access indicators for low-income and other census tracts using different measures of supermarket accessibility;
- Provides food access data for populations within census tracts; and
- Offers census-tract-level data on food access that can be downloaded for community planning or research purposes.

What can you do with the Atlas?

- Create maps showing food access indicators by census tract using different measures and indicators of supermarket accessibility;
- View indicators of food access for selected subpopulations; and
- Download census-tract-level data on food access measures.

[Enter the Map](#)

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ERS Food Access Research Atlas



Once you enter the Atlas, check any of the four map layer(s) that applies to the proposal's targeted community.

☐ Low Income(LI) and Low Access(LA) Layers

☒ LI and LA at 1 and 10 miles (Original Food Desert measure)

☐ LI and LA at .5 and 10 miles

☐ LI and LA at 1 and 20 miles

☐ LI and LA using Vehicle Access

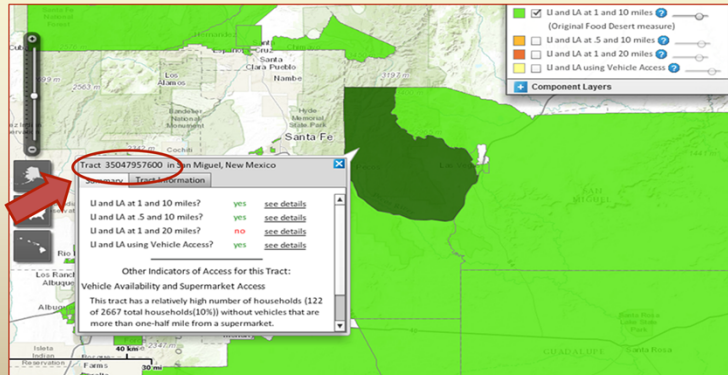


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ERS Food Access Research Atlas



Zoom in on the map to identify your community. Clicking on your targeted area will produce the census tract and additional information about the locale. In the example below, the **dark green** area qualifies as low income and low access, and the census tract would be **35047957600**.



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Promise Zones



Jan. 2014: White House announced five Promise Zones:

- **San Antonio, TX** (Eastside Neighborhood)
- **Los Angeles, CA** (Neighborhoods of Pico Union, Westlake, Koreatown, Hollywood, and East Hollywood)
- **Philadelphia, PA** (West Philadelphia)
- **Southeastern Kentucky** (Kentucky Highlands, including these counties: Bell, Harlan, Letcher, Perry, Leslie, Clay, Knox and part of Whitley County)
- **Choctaw Nation of Oklahoma** (entire territory excluding Hughes County and parts of Bryan, Pittsburg, and LeFlore counties)

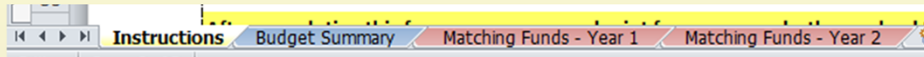
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- In the 2013 State of the Union Address, President Obama announced a competitive initiative to designate a number of high-poverty urban, rural and tribal communities as Promise Zones, where the Federal government will partner and invest to create jobs, leverage private investment, increase economic activity, expand educational opportunities, and improve public safety.
- If an organization works with a Promise Zone, they qualify under the priority area.

Budget Forms



- Using Tabs at the bottom of the Excel spreadsheet, the form will automatically calculate your budget numbers.



- Provide breakdown of expenses:
 - Personnel/Contractors
 - Equipment
 - Travel
 - Supplies
 - Other
 - Indirect Costs
 - Matching Funds

Budget Forms – Indirect Costs



- Indirect costs are expenses that cannot be readily identified with a particular cost objective.
- Provide/Calculate Indirect Costs ($\leq 10\%$).
- Budget Form automatically calculates this cost, but RFA provides detailed formula if interested.
- No extra credit for remaining below $<10\%$.

Common indirect costs include executive officer salaries and expenses, personnel administration, accounting, depreciation or allowances on buildings and equipment, and facility costs.

Budget Forms – Matching Funds



- Input Matching Funds ($\geq 25\%$).
- Budget Form automatically calculates match amount, but RFA provides detailed formula if interested.
- Includes cash or third-party in-kind donations that are verifiable and meet Federal cost principles.

Application Will Not Be Accepted If:



- It is incomplete.
- It does not follow criteria/format in RFA.
- It's submitted after the deadline
(June 20, 2014, 11:59 pm EDT).
- The applicant has been debarred (www.SAM.gov).

Grants due on or before 11:59pm Eastern Time Friday, June 20, 2014.

Notice of Submission



- **Two emails sent from Grants.gov to the representative listed in the application:**
 1. The Submission Receipt Number
 2. The Submission Validation Receipt
 - Proof of a completed submission.
 - May take up to 48 hours to receive this email.

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Grants.gov Confirmation: Grants.gov will send two e-mails to the representative listed in the LFPP application:

1. The Submission Receipt Number (indicates registered receipt of the application package).
2. The Submission Validation Receipt (indicates that Grants.gov has accepted the application package and validated that the required electronic forms are included).
 - May take up to 48 hours to receive the Submission Validation Receipt, which is the proof of a completed submission.
 - Keep this in mind when submitting applications!

Technical Assistance



- **Questions about eligibility:** Refer to details in the RFA.
- **DUNS issues:** Contact Customer Response Center
 - 1-866-705-5711 (U.S. and U.S. Virgin Islands)
 - 1-800-234-3867 (Alaska and Puerto Rico)

- **SAM.Gov issues:**

HOME | SEARCH RECORDS | DATA ACCESS | GENERAL INFO | **HELP**



- **Grants.gov issues:** E-mail support@grants.gov or call 1-800-518-4726.
 - Keep a record of any correspondence with Grants.gov, including any ID or case number provided.

LFPP Timeline



- **June 20, 2014:** Applications due by 11:59pm EDT
- **July 2014:** Peer review
- **September 2014:** Awards announced
- **October 1, 2014:** Funds available to awardees



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LFPP Seeking Reviewers



Would you like to be an LFPP reviewer?

**Do you know someone who should be
an LFPP reviewer?**

Help us spread the word!

More information and application available at www.ams.usda.gov/LFPP

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Thank You and Questions



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Washington, DC 20250-0269

Website: <http://www.ams.usda.gov/LFPP>

E-mail: USDALFPPQuestions@ams.usda.gov

Phone: 202-720-2731

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